



TOWA SEIDEN INDUSTRIAL CO.,LTD

J&O Group Chin-i Yagi
12th October 2018

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About TOWA SEIDEN INDUSTRIAL CO.,LTD

About TOWA SEIDEN INDUSTRIAL CO LTD

■ COMPANY PROFILE

Founded in Osaka in May, 1969
President: Jun Wakasa
Head office: Settsu-city Osaka



■ BRANCH

Osaka(Factory/Sales/Financial affairs),
Tokyo(Sales), Nagoya(Sales)

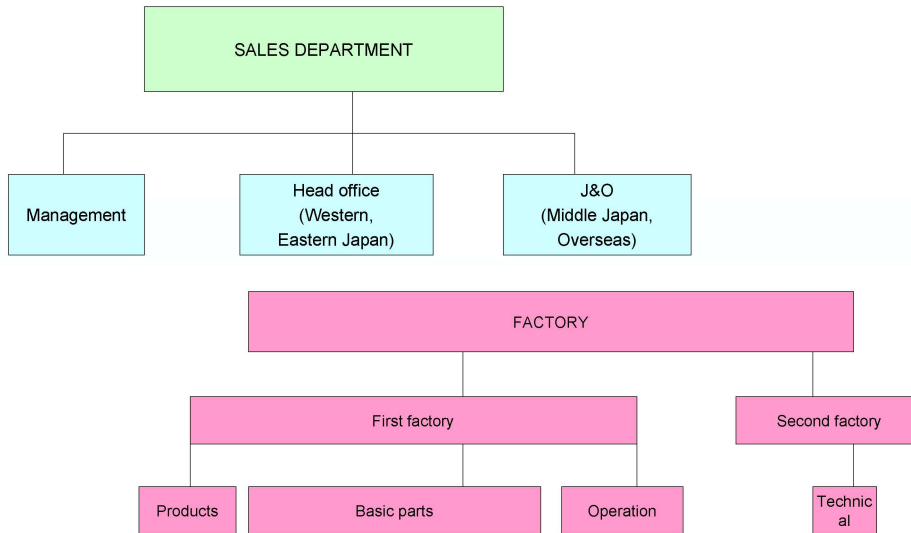
■ AGENCY

Hanoi, HCMC, Bangkok,
Kuala Lumpur, Singapore,
Shanghai, Seoul, Taipei





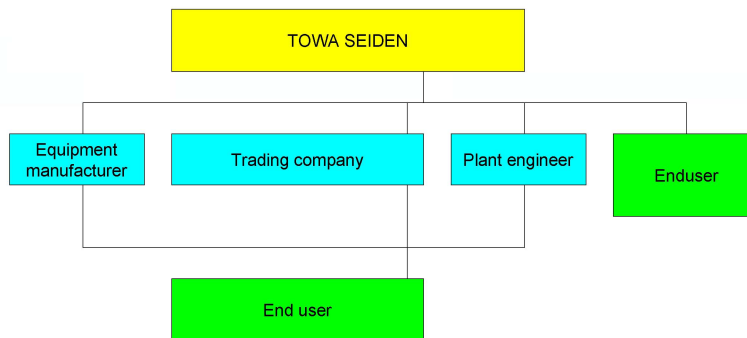
■ ORGANIZATION TREE



■ ANNUAL TURNOVER (JPY)

2017:USD 7.8 million

■ MARKETING SYSTEM



Strength of TOWA

- Good at powder measurement
- No.1 market share PADDLE level switch
- Special to the Plastic industry

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Weakness of TOWA

- Less share in Liquid market
- Less record of level meter
- Weak in the chemical industry

LEVEL SWITCH

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What is Level Switch?



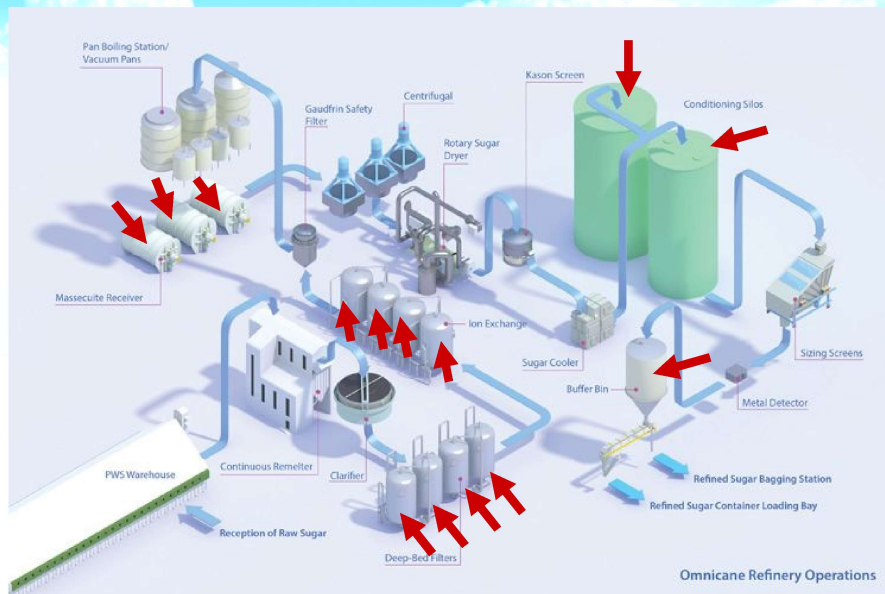
Level = amount (height) of the measured object

Level Switch = **point detection**

Level Meter = **amount measure**

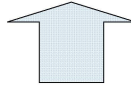
You can automate the production by using the level switch level meter

Level Switch? ~Factory Flowchart~



Omniscane Refinery Operations

"Raw materials" are close to our lives



Level Switch & Level Meter



*Sounding
Level Meter*

*Ultrasonic type
Level Indicator*

*Rotary Paddle
Level Switch*

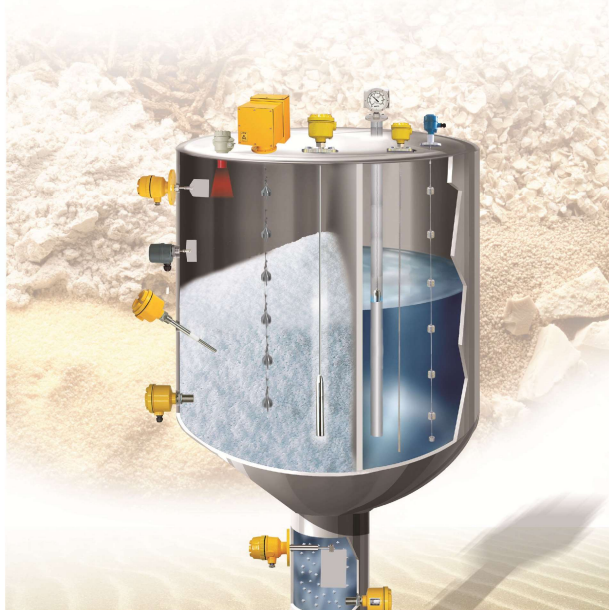
*Capacitance
Level Sensor*

*Micro Pulse
Level Meter*

*Vibration
Level Switch*

Dial gauge

*Float type
Level switch*



Our Market



Grain



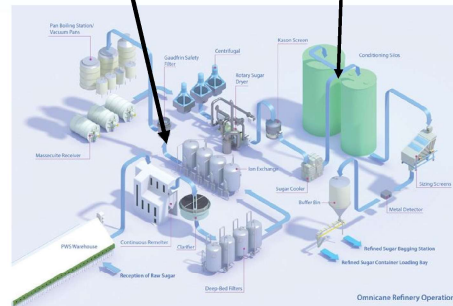
Beverage



Chemical



Environment



INDUSTRY & MEASUREMENT



■ INDUSTRY

Cement, Asphalt, Plastic, Steel, Food,
Chemical, Environment, Mining, Power plant.....

■ MEASUREMENT

Sand, Crushed stone, pellet, Iron powder,
Flour, Rice, Medicine, Trash, Fly ash, Charcoal.....

INDUSTRY USING LEVEL SWITCH



Thermal power plant



Water treatment



Cement

Asphalt



Steel factory



Food company



Our Target

Our target

★Steel manufacturing

.....

★Equipment manufacturing

.....

★Cement manufacturing

.....

★Power plant

.....

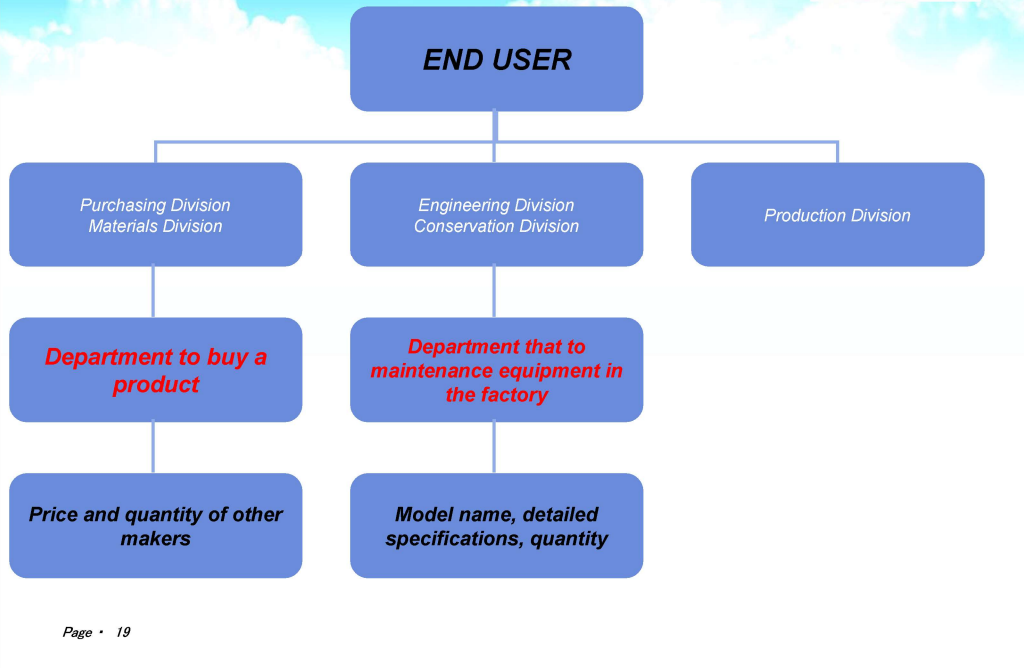
★Food factory

.....

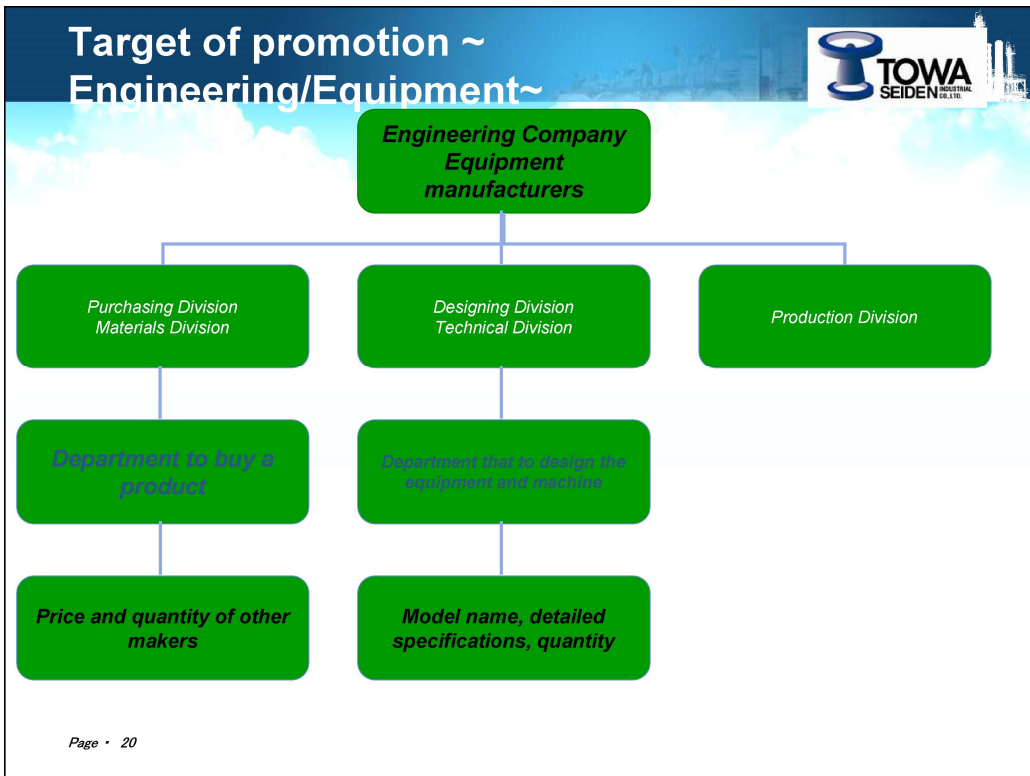
★Feed factory

.....

Target of promotion ~ end user~



Target of promotion ~ Engineering/Equipment~



Installation Record

INSTALLATION RECORD

■ USERS, CUSTOMERS

<Motor vehicle industry>

- NISSAN
- TOYOTA
- YAMAHA
- HONDA

<Steel industry>

- KOBELCO
- JFE-STEEL
- NIPPON STEEL & SUMITOMO METAL CORPORATION

<Shipbuilding industry>

- Mitsui Engineering & Shipbuilding
- Hitachi Zosen Corporation

<Plant engineers>

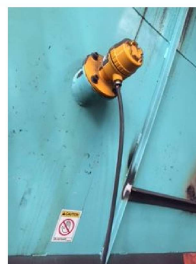
- TAISEI Industries
- SATAKE

<Equipment manufacturers>

- MATSUI MFG
- KAWATA MFG

<End user>

- Idemitsu Kosan CEMENT
- TAIHEIYO
- KAO



AGENCY SALES AMOUNT



 **Thailand**
JPY60million *Siam Cement, Matsui Asia...*

 **China**
JPY120million *China Steel, Shanghai Matsui...*

 **Taiwan**
JPY30million *Taiwan Plastic, Taiwan Cement...*

 **Korea**
JPY30million *POSCO, Hyundai Steel...*

Other
JPY15million



Competitors



Japan



 関西オートメーション株式会社



YOKOGAWA ◆

Overseas

Endress+Hauser 



SIEMENS



Tools of Sales Promotion

TOOLS OF SALES PROMOTION

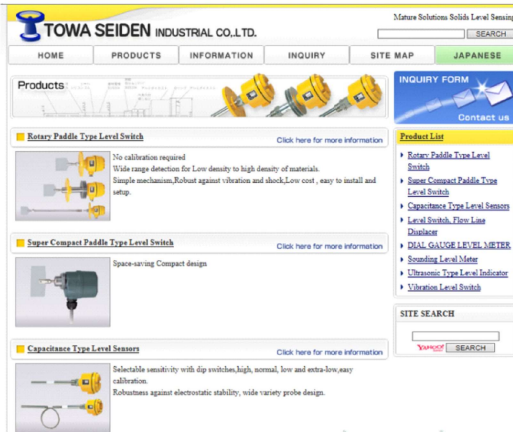
Catalog



TOOLS OF SALES PROMOTION



Website

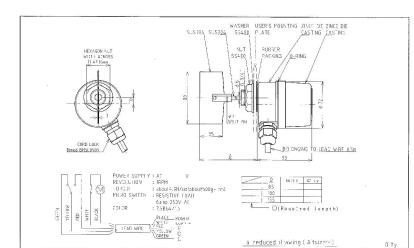
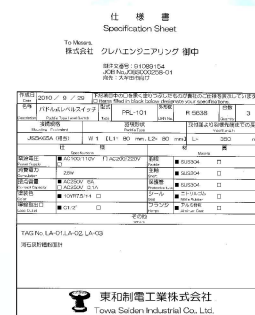
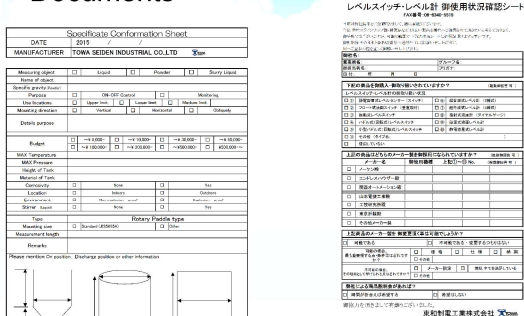


<http://www.towa-seiden.co.jp/en/>

TOOLS OF SALES PROMOTION



Documents



Thank you very much
Благодарю вас!

TOWA SEIDEN INDUSTRIAL CO.,LTD

*J&O Group Chin-i Yagi
12 October 2018*